

## Chapter 14 Sales

### Multiple-Choice Questions

*Choose the best answer to each question by circling the appropriate letter.*

1. What is the overall purpose of any sales department?
  - a. Conduct market research
  - b. Analyze return on investment
  - c. Set price
  - d. Make a business profitable
  
2. All of the following are responsibilities of a sales team, EXCEPT:
  - a. Know the products
  - b. Connect with guests
  - c. Create a marketing plan
  - d. Know the competition
  
3. What is the primary task of sales professionals?
  - a. Locate, connect and engage clients
  - b. Conduct quality audits
  - c. Increase customer loyalty
  - d. Increase the business's bottom line
  
4. What is the one thing all sales departments need?
  - a. A strong budget
  - b. Flexible work environment
  - c. Sales staff with good people skills
  - d. A large staff
  
5. What sales position is responsible for guiding the day-to-day sales efforts?
  - a. Sales Manager
  - b. Director of Sales
  - c. Director of Meeting, Events, and Convention Sales
  - d. Vice President or Director of Sales and Marketing
  
6. What sales position is responsible for overseeing sales managers and sales staff?
  - a. Sales Manager
  - b. Director of Sales
  - c. Director of Meeting, Events, and Convention Sales
  - d. Vice President or Director of Sales and Marketing

7. \_\_\_\_\_ requires the salesperson to continuously be on the lookout for new clients.
- Marketing
  - Sales
  - Market research
  - Prospecting
8. What are the two main Internet prospecting tools?
- Online lead generation and CRM database
  - Cold calls and online lead generation
  - CRM database and cold calls
  - Online lead generation and referrals
9. A \_\_\_\_\_ is a type of social network whose reason for existing is to generate business activity.
- Referral network
  - Internet social network
  - Business network
  - Sales network
10. \_\_\_\_\_ is a technique that involves selling additional products to an existing client.
- Upselling
  - Cross-selling
  - Suggestive selling
  - Referral sales

**True or False**

*Indicate whether each statement is true or false by circling the appropriate letter.*

11. One thing all sales departments need is a sales staff with good people skills.
- True
  - False
12. The sales department has remained the same over the past ten years.
- True
  - False
13. The cold call is the sales professional's prospecting tool of choice.
- True
  - False

14. Online Lead Generation is the use of a custom form to be completed by a potential client prior to being given access to some type of online website offer, information, or content.
  - a. True
  - b. False
  
15. Referrals are not effective in sales.
  - a. True
  - b. False
  
16. A business network is an effective way to manage the time commitment networking requires.
  - a. True
  - b. False
  
17. The first task of any sales professional is to build a client base of regular users of his or her company's products, goods, or services.
  - a. True
  - b. False
  
18. Selling is the job of every employee.
  - a. True
  - b. False
  
19. The most common type of specialty sales is upselling.
  - a. True
  - b. False
  
20. Only items relative to past interactions should be placed in a CRM database.
  - a. True
  - b. False